

**Tourism Marketing: Strategic Plan, Return on Investment, Reporting, and Coordination with  
Local Initiatives**

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**Tourism is a key economic driver for the State of New Mexico**

- Jobs:
  - The leisure and hospitality sector has been leading the way in creating jobs.
  - Last three months that we have data (February thru April 2013) jobs increased an average 2.1%, or 1,830 jobs each month (YOY)
  - These are good jobs for New Mexicans with huge potential for growth and advancement
  - In addition to leisure and hospitality, tourism in New Mexico contributes to the growth of all sectors of the economy
    - Example: significant indirect and induced benefits for the financial, insurance, and real estate sectors of the economy
  - Impacts the entire state:
    - Taos County: more than a quarter of employment tourism related
    - Catron and Lincoln County: more than 20%
- Natural assets and weather give us a competitive advantage
- No tax incentives required
- Clean industry
- A great investment for the taxpayers of New Mexico:
  - New Mexico True campaign delivered a \$3:1 ROI at the tax-base level / \$30:1 at the spend level, within six months!

**Strategic Plan: 4 strategic planks**

1. Build a Strong magnetic brand.

- We will continue to build upon the momentum of the New Mexico True brand
  - This year the legislature appropriated an additional \$2 million to the Tourism Department of the \$2.5 that the Department requested. With this investment the Department will do the following in FY 14:
    - Increase New Mexico True presence in key markets listed below:
      - Denver
      - Phoenix
      - Dallas
      - Houston
      - Expand to Chicago
    - Full winter story as well as the summer story - NM is a place for year-around travel

- Total FY 14 advertising budget: \$4.5 million
  - To put this in context:
    - While New Mexico has made progress in reducing our promotion deficit with AZ and CO, they have not stood still, but are bumping their advertising back to pre-recession levels.
    - 2011-2012 USTA self-reported Advertising and Promotion Budgets:

NM: \$3.5 M

AZ: \$6.9M

CO: \$9.4M

- **AZ and CO spent 2x more than NM**

- 2013-2014 (Projected based on latest state budget data adjusted to include increases approved for FY 14)

NM: \$4.5

AZ: \$13.9M

CO: \$11.4 M

- **AZ and CO will spend 2.5x to 3x more than NM**

- Increase to regional program from \$150,000 to \$450,000
- Culinary, Fairs and Festivals
- Film Trails

## 2. Unify and Lead

- NM True Communities
  - Examples of anticipated NM True Communities in FY 14 with additional (non-General Fund) dollars that will be leveraged against the NM True message:

<b>Community*</b>	<b>Est. FY 14 NM True Ad Spend ( Non-GF)</b>
Roswell	\$ 120,000
Cloudcroft	\$ 60,000
Alamogordo	\$ 288,000
Carlsbad	\$ 165,000
TorC	\$ 40,000
Gallup	\$ 180,000
Taos	\$ 150,000
Red River	\$ 225,000
Socorro	\$ 60,000
Pueblo of Jemez	\$ 15,000
Eagle Nest	\$ 41,700
Silver City	\$ 152,000
Elephant Butte	\$ 82,000
Mora	\$ 4,000
Angel Fire	\$ 60,000
	<b>\$ 1,642,700</b>

- Potential for +/- 28 NM True Communities in FY 14
- Asset Website/Community Toolkit: [www.nmtourism.org](http://www.nmtourism.org)
  - This website allows rural communities to create world class advertising materials that are in line and consistent with the overarching New Mexico True messaging
- True Tours
  - We've visited: Las Cruces, Mesilla, Ruidoso, Clovis, Portales, Fort Sumner, Santa Rosa, Tucumcari, Las Vegas, Taos, and Farmington. We will be visiting Gallup next.
  - Why this matters: 120,000 unique views to [newmexico.org](http://newmexico.org) monthly
  - Results of True Tours:
    - Department learns more what rural communities have to offer which can be brought to life in future e-Newsletters, PR and advertising efforts
    - Community is invigorated about tourism and New Mexico True
    - 300% to local business once listing created on site
    - Google Analytics for small B&B showed 259 direct referrals to their website
- Culinary treasures
  - 27 restaurants will participate in the recognition of the Culinary Treasures Trail across New Mexico
- True merchandise
  - The Department recently launched an online store where NM True lovers can purchase their favorite items from accessories to clothing. <http://nmtruegear.com>

### 3. Ramp up the Rigor

- New Mexico Magazine still in the black and wins Magazine of the Year!

- Research this year will focus on New Mexico's repeat rate and why it is low
- Tourism Infrastructure Assessment
  - The Department will be engaging New Mexico's six tourism region boards to develop a needs assessment of tourism related infrastructure projects that would make a significant impact for their communities
  - Each region will prioritize their top three projects and all of the relevant information regarding the projects and present them to the Department
  - The Department will then develop a comprehensive Tourism Infrastructure Assessment and look for multiple funding mechanisms
  - We will present our findings to legislature in late FY14

#### 4. Inspire instate travel

- Statewide sing-a-long (maybe have the lyrics as back up)
- 93.3 FM partnership
- True Traveler
- Ben E. Keith Foods
- NM True Stories Promotion
  - Are you New Mexico True? That's the question the New Mexico Tourism Department is asking people this summer as we kick off New Mexico True Stories.
  - We're asking New Mexicans all over the state and people who are visiting New Mexico to:
    - Travel the State
    - Tell us their NM True Stories by uploading their photos and stories of their traveling experiences to our website
  - At the end of the contest period, the top 20 entries will be featured in our New Mexico True Insider Guide

\* Estimated advertising budgets of NM True Communities in FY 13 (self-reported by communities as of 6/10/13)